**NIGP Commodity Codes:** 915, 91522, 918, 91876, 961, 96153

# Solicitation Schedule:

| **RFP TIMETABLE** | **DATE / TIME** |
| --- | --- |
| RFP Issue Date | May 20, 2024 |
| Pre-Proposal Meeting\*\*:  | May 28, 2024, at 10:00 a.m. Eastern Time |
| Submission of Question(s) from Supplier Due | May 30, 2024, by 12:00 p.m. Eastern Time |
| Answers to Supplier Questions Due | June 4, 2024 |
| **Proposals Due\*** | **June 7, 2024, by 12:00 p.m. Eastern Time** |
| Contract Start |  June 2024 |

**\*Proposals received later than the specified deadline will be disqualified.**

\*\*Pre-Proposal Meeting is strongly encouraged, though it is not mandatory to attend. The Pre-Proposal Meeting will be held virtually via Teams on May 28, 2024, at 10:00 a.m. Eastern Time. Meeting link is provided below:

**Teams meeting**:

Topic: Pre-Proposal Meeting: Great Start Readiness Program Digital Marketing

Time: May 28, 2024, 10:00 a.m. Eastern Time (US and Canada)

**Join Teams Meeting:**

[https://teams.microsoft.com/l/meetup-join/19%3ameeting\_OWRkMTY5ODktYzMxMy00ZTI4LTlkNDAtZjIwZTEyOWYwOGUy%40thread.v2/0?context=%7b%22Tid%22%3a%22e1f19f2f-617d-4202-a476-27bc477a74f5%22%2c%22Oid%22%3a%225f987be7-abd4-4e5a-9c24-d98ed4bbc3b5%22%7d](https://teams.microsoft.com/l/meetup-join/19%3Ameeting_OWRkMTY5ODktYzMxMy00ZTI4LTlkNDAtZjIwZTEyOWYwOGUy%40thread.v2/0?context=%7b%22Tid%22%3a%22e1f19f2f-617d-4202-a476-27bc477a74f5%22%2c%22Oid%22%3a%225f987be7-abd4-4e5a-9c24-d98ed4bbc3b5%22%7d)

Meeting ID: 240 585 803 20

Passcode: zJ24WR

**Description of Project/Service:**

Wayne RESA is launching a digital marketing campaign to increase student enrollment and brand recognition in the Great Start Readiness Program (GRSP) in Wayne County. Wayne RESA is requesting proposals for digital marketing services.

**Note to Vendors:**

This is a summary notification. The complete Request for Proposal (RFP), including all attachments, addendums, and award information, will be provided at [Bidnet Direct’s MITN Purchasing](https://www.bidnetdirect.com/mitn/resa). Vendors interested in responding to this solicitation are required to register and submit any questions and their responses via the MITN Purchasing System. The Solicitation Schedule provided within this Solicitation Notice is subject to change. All changes will be posted within the MITN Purchasing System.

**Steps to Access Full RFP on MITN:**

1. Go to [www.bidnetdirect.com/mitn/resa](http://www.bidnetdirect.com/mitn/resa).
2. Register or log in if you are already a member.
3. Navigate to the RFP section and search for the solicitation number or title.
4. Download all relevant documents and follow the instructions specified in the RFP to submit your response.

**WRESA Contact Information**

For any queries related to this bid, please contact:

* **Contact Person:** Stacey Shaw
* **Email:** purchasing@resa.net

**MITN Vendor Support Contact Information**

For any queries related to MITN, the Vendor Support Team is available Monday through Friday 8am-8pm ET. Please call **800-835-4603 and press option 2** to speak with live customer support.

**Thank you for your interest in this solicitation. We look forward to your participation.**